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2 **CLAIMS**

3 **1.** A method of processing media content comprising:
4 receiving a physical ID that corresponds to a specific media upon which
5 content resides that can be experienced by a user;
6 mapping the physical ID to a logical ID; and
7 searching a database that contains metadata associated with the specific
8 media by using the logical ID as a basis for a search query.

9
10 **2.** The method of claim 1 further comprising returning the metadata to a
11 client.

12
13 **3.** The method of claim 1 further comprising formatting the metadata in
14 a schema and returning the formatted metadata to a client.

15
16 **4.** The method of claim 1 further comprising formatting the metadata in
17 a XML schema and returning the formatted metadata to a client.

18
19 **5.** The method of claim 1, wherein the specific media comprises a CD.

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21 **6.** The method of claim 1, wherein the specific media comprises a DVD.
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1 7. One or more computer-readable media having computer-readable
2 instructions thereon which, when executed by a computer, cause the computer to
3 implement the method of claim 1.

4
5 8. A server comprising:
6 one or more processors;
7 one or more storage devices; and
8 software code resident on the one or more storage devices which, when
9 executed by the one or more processors, cause the processors to:

10 receive a physical ID that corresponds to a specific media upon
11 which content resides that can be experienced by a user;

12 map the physical ID to a logical ID;

13 search a database that contains metadata associated with the specific
14 media by using the logical ID as a basis for a search query;

15 format the metadata in a XML schema; and

16 return the formatted metadata to a client.

17
18 9. One or more computer-readable media having computer-readable
19 instructions thereon which, when executed by a computer, cause the computer to:

20 receive a physical ID that corresponds to a specific media upon
21 which content resides that can be experienced by a user;

22 map the physical ID to a logical ID;

23 search a database that contains metadata associated with the specific
24 media by using the logical ID as a basis for a search query;

25 format the metadata in a XML schema; and

1 return the formatted metadata to a client.

2
3 **10.** A method of processing media content comprising:
4 associating a physical ID with a logical ID, the physical ID corresponding
5 to a specific media associated with content that can be experienced by a user;
6 using the logical ID to query one or more databases that contain metadata
7 associated with the specific media; and
8 returning metadata associated with the specific media to a client.

9
10 **11.** The method of claim 10, wherein said returning comprises returning
11 the metadata via the Internet.

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13 **12.** The method of claim 10, wherein said returning comprises
14 formatting the metadata in a schema and returning the formatted metadata to the
15 client.

16
17 **13.** The method of claim 10, wherein said returning comprises
18 formatting the metadata in a XML schema and returning the formatted metadata to
19 the client.

20
21 **14.** The method of claim 10, wherein the specific media comprises a
22 CD.

1 **15.** The method of claim 10, wherein the specific media comprises a
2 DVD.

3
4 **16.** The method of claim 10, wherein the specific media comprises a
5 file.

6
7 **17.** One or more computer-readable media having computer-readable
8 instructions thereon which, when executed by a computer, cause the computer to
9 implement the method of claim 10.

10
11 **18.** A server computer programmed with instructions which, when
12 executed by the server computer, cause it to implement the method of claim 10.

13
14 **19.** A method of processing media content comprising:
15 receiving a physical ID that corresponds to a specific media associated with
16 content that can be experienced by a user;
17 attempting to map the physical ID to a logical ID;
18 if a logical ID is found that corresponds to the physical ID, searching a
19 database that contains metadata associated with the specific media by using the
20 logical ID as a basis for a search query;
21 if no logical ID is found that corresponds to the physical ID, attempting to
22 establish a logical ID for the physical ID.

1 **20.** The method of claim 19, wherein said attempting comprises causing
2 a Wizard user interface (UI) to be presented to a user via a client computer so that
3 information pertaining to the user's specific media can be collected from the user.
4

5 **21.** The method of claim 19, wherein said attempting comprises
6 attempting to identify the specific media to ascertain whether a logical ID already
7 exists for the specific media.
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9 **22.** The method of claim 19 further comprising if said attempting is
10 unsuccessful, enabling the user to establish a physical ID-to-logical ID mapping
11 for their physical ID.
12

13 **23.** The method of claim 19, wherein said specific media comprises a
14 CD.
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16 **24.** The method of claim 19, wherein said specific media comprises a
17 DVD.
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19 **25.** The method of claim 19, wherein said specific media comprises a
20 file.
21

22 **26.** One or more computer-readable media having computer-readable
23 instructions thereon which, when executed by a computer, cause the computer to
24 implement the method of claim 19.
25

1 **27.** A server computer comprising:
2 one or more processors;
3 one or more storage devices; and
4 software code resident on the one or more storage devices which, when
5 executed by the one or more processors, cause the processors to:
6 receive a physical ID that corresponds to a specific media upon
7 which content resides that can be experienced by a user;
8 attempt to map the physical ID to a logical ID;
9 if a logical ID is found that corresponds to the physical ID, search a
10 database that contains metadata associated with the specific media by using
11 the logical ID as a basis for a search query; and
12 if no logical ID is found that corresponds to the physical ID, attempt
13 to establish a logical ID for the physical ID.

14
15 **28.** The server computer of claim 27, wherein the software code causes
16 the processors to attempt to establish a logical ID for the physical ID by causing a
17 Wizard user interface (UI) to be presented to a user via a client computer so that
18 information pertaining to the user's specific media can be collected from the user.

19
20 **29.** A method of processing media content comprising:
21 receiving a physical ID that corresponds to a specific media upon which
22 content resides that can be experienced by a user;
23 attempting to map the physical ID to a logical ID by searching a first table
24 containing physical ID-to-logical ID mappings using a first search;
25

1 if the first search is unsuccessful, searching a second table containing
2 physical ID-to-logical ID mappings using a second search; and

3 if a logical ID is found that corresponds to the physical ID, searching a
4 database that contains metadata associated with the specific media by using the
5 logical ID as a basis for a search query.

6
7 **30.** The method of claim 29, wherein the first table is a trusted table.

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9 **31.** The method of claim 29, wherein the first table is a trusted table and
10 the second table is less trusted than the first table.

11
12 **32.** The method of claim 29, wherein the second table contains user-
13 provided physical ID-to-logical ID mappings.

14
15 **33.** The method of claim 29, wherein the first search comprises a low
16 cost search, and further comprising if no logical ID is found for the physical ID,
17 searching the first table using a third search, the third search comprising a higher
18 cost search than the first search.

19
20 **34.** One or more computer-readable media having computer-readable
21 instructions thereon which, when executed by a computer, cause the computer to
22 implement the method of claim 29.

1 **35.** One or more computer-readable media having computer-readable
2 instructions thereon which, when executed by a computer, cause the computer to:
3 receive a physical ID that corresponds to a specific media upon which
4 content resides that can be experienced by a user;
5 attempt to map the physical ID to a logical ID by searching a first table
6 containing physical ID-to-logical ID mappings using a first search, the first search
7 comprising a low cost search;
8 if the first search is unsuccessful, search a second table containing physical
9 ID-to-logical ID mappings using a second search;
10 if the second search is unsuccessful, search the first table using a third
11 search, the third search comprising a higher cost search than the first search; and
12 if a logical ID is found that corresponds to the physical ID, search a
13 database that contains metadata associated with the specific media by using the
14 logical ID as a basis for a search query.
15

16 **36.** A method of processing media content comprising:
17 providing a canonical table containing physical ID to logical ID mappings,
18 the physical IDs being associated with specific media containing content that can
19 be experienced by a user, the logical IDs being configured for use in database
20 queries to locate metadata associated with specific media;
21 providing a table containing user-provided physical ID to logical ID
22 mappings;
23 receiving a physical ID associated with a specific media;
24 conducting a first low cost search of the canonical table to determine
25 whether there is a matching physical ID with a corresponding logical ID;

1 if the first low cost search is unsuccessful, conducting a second low cost
2 search of the table containing the user-provided physical ID to logical ID
3 mappings to determine whether there is a matching physical ID with a
4 corresponding logical ID;

5 if the second low cost search is unsuccessful, conducting a third higher cost
6 search of the canonical table to determine whether there is a matching physical ID
7 with a corresponding logical ID; and

8 if any of the searches are successful, using the corresponding logical ID to
9 search a database containing metadata associated with the specific media.

10
11 **37.** The method of claim 36, wherein the specific media comprises CDs.

12
13 **38.** The method of claim 36, wherein the specific media comprises
14 DVDs.

15
16 **39.** A method of processing media content comprising:

17 receiving a physical ID that corresponds to a specific media upon which
18 content resides that can be experienced by a user;

19 attempting to map the physical ID to a logical ID, the logical ID serving as
20 a basis for a search query of a database that contains metadata associated with the
21 specific media;

22 if no logical ID is found that corresponds to the physical ID, attempting to
23 establish a logical ID for the physical ID by causing a Wizard user interface (UI)
24 to be presented to a user via a client computer so that information pertaining to the
25 user's specific media can be collected from the user.

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2 **40.** The method of claim 39 further comprising receiving information
3 from the user, via the Wizard UI, the information pertaining to the user's specific
4 media.

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6 **41.** The method of claim 39, wherein the specific media comprises a
7 CD, and the information collected by the Wizard UI comprises an artist's name.

8
9 **42.** The method of claim 39, wherein the specific media comprises a
10 CD, and the information collected by the Wizard UI comprises a CD title.

11
12 **43.** The method of claim 39, wherein the specific media comprises a
13 DVD.

14
15 **44.** The method of claim 39 further comprising searching for specific
16 media based on the information collected by the Wizard UI.

17
18 **45.** The method of claim 44 further comprising forming an association
19 between the received physical ID and a logical ID if said searching finds media
20 that coincides with the user's information.

21
22 **46.** The method of claim 44 further comprising if said searching is
23 unsuccessful, prompting the user to enter media-specific information so that an
24 association can be established between the media and a logical ID.
25

1 **47.** One or more computer-readable media having computer-readable
2 instructions thereon which, when executed by a computer, cause the computer to:
3 receive a physical ID that corresponds to a specific media upon which
4 content resides that can be experienced by a user;
5 attempt to map the physical ID to a logical ID, the logical ID serving as a
6 basis for a search query of a database that contains metadata associated with the
7 specific media;
8 if no logical ID is found that corresponds to the physical ID, attempt to
9 establish a logical ID for the physical ID by causing a Wizard user interface (UI)
10 to be presented to a user via a client computer so that information pertaining to the
11 user's specific media can be collected from the user.

12
13 **48.** A system for providing metadata to clients comprising:
14 a server configured to receive physical IDs that correspond to a specific
15 media upon which content resides that can be experienced by a user;
16 one or more databases containing metadata associated with various media;
17 and
18 at least one table containing physical IDs and associated logical IDs to
19 which the physical IDs are mapped, the logical IDs being configured for use by
20 the server in searching the one or more databases for metadata associated with
21 specific media.

22
23 **49.** The system of claim 48, wherein the server is configured to format
24 metadata in a schema and return the formatted metadata to a client.
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1 **50.** The system of claim 48, wherein the server is configured to format
2 metadata in a XML schema and return the formatted metadata to a client.

3
4 **51.** A system for providing metadata to clients comprising:
5 a canonical table comprising multiple physical IDs associated with specific
6 media containing content that can be experienced by a user;
7 multiple logical IDs associated with the multiple physical IDs;
8 individual physical IDs being mapped to individual logical IDs; and
9 the logical IDs being configured for use in database queries to locate
10 metadata associated with specific media.

11
12 **52.** The system of claim 51 further comprising at least one other table
13 containing multiple physical IDs and multiple logical IDs, individual physical IDs
14 being mapped to individual logical IDs.

15
16 **53.** The system of claim 52, wherein the canonical table is trusted.

17
18 **54.** The system of claim 52, wherein the canonical table is trusted, and
19 the at least one other table is less trusted.

20
21 **55.** The system of claim 52, wherein the at least one other table
22 comprise user-provided mappings.

1 **56.** A method of processing media content comprising:
2 receiving a physical ID that corresponds to a specific CD upon which
3 content resides that can be experienced by a user;
4 mapping the physical ID to a logical ID;
5 searching a database that contains metadata associated with the CD by
6 using the logical ID as a basis for a search query;
7 formatting the metadata in a XML schema; and
8 returning the formatted metadata to a client.

9
10 **57.** The method of claim 56, wherein the XML schema comprises tags
11 associated with one or more of: a CD name, author, release date, genre, style,
12 rating and label.

13
14 **58.** The method of claim 56, wherein the XML schema comprises at
15 least one tag associated with a URL associated with data pertaining to the CD.

16
17 **59.** The method of claim 56, wherein the XML schema comprises at
18 least one tag associated with a URL associated with data pertaining to cover art for
19 the CD.

20
21 **60.** The method of claim 56, wherein the XML schema comprises at
22 least one tag associated with a URL associated with data pertaining to a
23 purchasing experience.
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1 **61.** A method of processing media content comprising:
2 receiving a physical ID that corresponds to a specific DVD upon which
3 content resides that can be experienced by a user;
4 mapping the physical ID to a logical ID;
5 searching a database that contains metadata associated with the DVD by
6 using the logical ID as a basis for a search query;
7 formatting the metadata in a XML schema; and
8 returning the formatted metadata to a client.

9
10 **62.** The method of claim 61, wherein the XML schema comprises tags
11 associated with one or more of: a title, studio, lead performer, director, rating, and
12 genre.

13
14 **63.** An XML schema comprising:
15 a name tag associated with a CD name;
16 an author tag associated with a CD author;
17 a track tag associated with a CD track;
18 at least one URL tag referencing a link to additional information pertaining
19 to the CD; and
20 the schema being configured for use in sending metadata associated with a
21 CD to client computer for display for a user.

1 **64.** The XML schema of claim 63, wherein said link comprises a
2 purchasing link to enable a user to make purchases associated with the CD via a
3 network.

4
5 **65.** The XML schema of claim 63, wherein said link comprises a cover
6 art link to enable a user to obtain cover art associated with the CD via a network.

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8 **66.** An XML schema comprising:
9 a title tag associated with a title of a movie embodied on a DVD; and
10 at least one URL tag referencing a link to additional information pertaining
11 to the DVD.

12
13 **67.** The XML schema of claim 66, wherein said link comprises an art
14 link to enable a user to obtain art associated with the DVD via a network.

15
16 **68.** The XML schema of claim 66, wherein said link comprises a
17 purchase link to enable a user to make purchases associated with the DVD via a
18 network.

19
20 **69.** A method of processing media content comprising:
21 generating a physical ID that corresponds to a specific media upon which
22 content resides that can be experienced by a user on a client computer;
23 sending the physical ID to a server configured to return metadata associated
24 with the specific media;
25 receiving, from the server, XML-formatted metadata;

1 parsing, with the client computer, the XML-formatted metadata; and
2 displaying the metadata for the user on the client computer.

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4 **70.** The method of claim 69, wherein the specific media comprises a
5 CD.

6
7 **71.** The method of claim 69, wherein the specific media comprises a
8 DVD.

9
10 **72.** A method of providing metadata to a client comprising:
11 establishing a table that contains user-provided entries that map physical
12 IDs to logical IDs, the physical IDs corresponding to specific media upon which
13 content resides that can be experienced by various users, the logical IDs being
14 configured for use in querying one or more databases that contain metadata
15 associated with the specific media, the metadata being returnable to a client;
16 statistically evaluating the entries to determine, for each physical ID, a most
17 likely logical ID match; and
18 making the most likely logical ID match available so that it can be used to
19 query the one or more databases.

20
21 **73.** The method of claim 72, wherein said making comprises providing
22 the logical ID into a trusted table of physical ID-to-logical ID mappings.
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1 **74.** A method of providing metadata to a client comprising:
2 providing a table containing user-provided entries that map physical IDs to
3 logical IDs, the physical IDs corresponding to specific media upon which content
4 resides that can be experienced by various users, the logical IDs being configured
5 for use in querying one or more databases that contain metadata associated with
6 the specific media, the metadata being returnable to a client;
7 computing, from the table, a list of physical IDs that are to be statistically
8 evaluated;
9 for each listed physical ID, ascertaining the logical IDs that have been
10 associated with it by users;
11 computing a distribution of logical IDs for a given physical ID, the
12 distribution describing, for each logical ID, the number of times the physical ID
13 has been mapped thereto;
14 adding to the distribution, an entry that corresponds to a current trusted
15 logical ID mapping;
16 weighting the added entry; and
17 computing, from the distribution, a most likely physical ID to logical ID
18 match.

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20 **75.** The method of claim 74 further comprising updating a canonical
21 table of trusted mappings with the most likely physical ID to logical ID match.
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1 76. The method of claim 74, wherein said computing a most likely
2 physical ID to logical ID match comprises:

3 computing a distribution count that sums the total number of times a
4 physical ID has been mapped to a logical ID;

5 calculating, for each logical ID, a percentage as a function of the summed
6 distribution count; and

7 selecting a logical ID that has a percentage that meets predefined criteria.
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